

AGENDA – Travel Paso Board of Directors – Regular Meeting



Tuesday, July 20, 2021 – 3:00 pm

The SANDBOX Meeting Room, 1345 Park Street, Paso Robles, CA 93446

Video Conference Option – URL:

<https://us02web.zoom.us/j/87901185914?pwd=TVVCMWhpZ1psN0JMVmkzQU90NGkyUT09>

Meeting ID: 879 0118 5914 Passcode: 083394

Call-In Phone Number: (669) 900-6833

1. CALL TO ORDER – Note: Action taken by Board will be recorded via a roll call vote
2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS	J. ARNOLD
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CONSENT AGENDA (Action Required)	S. JACOB
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3. Review/Approve Travel Paso June 15, 2021, Board Meeting Minutes
4. Travel Paso June Marketing Report
5. Travel Paso June Media Report
6. May Business Intelligence Report
7. May STR Report (Travel Paso)
8. May STR Report (SLO CAL)
9. May Covid-19 Recovery Tracker
10. May Arrivalist Report
11. SLO CAL June Marketing & Trade Update
12. Travel Paso June 23, 2021, Corporate Travel Task Force Minutes
13. Travel Paso June 29, 2021, Special Meeting Minutes
14. Travel Paso July 14, 2021, Executive Committee Meeting Minutes

NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)	J. ARNOLD/S. JACOB
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Reference July Board of Directors Meeting Deck

Imperative #1: Actively Lead the Tourism Community in Paso Robles

15. Mid-Week and Corporate Travel Strategy
 - a. Corporate Travel Task Force Update - Next Meeting August 3
 - b. San Jose Earthquakes Sponsorship
 - i. [June 26 Activation](#), Future Dates - July 24, August 8
 - c. IPW Las Vegas, September 18-22, 2021
16. Leisure Travel Strategy
 - a. Paso Presents Campaign Overview, September 2021 - June 2022

Imperative #2: Build and Nurture a Sustainable Destination Marketing Organization

17. Review/Approve June 2021 Financials (Action)
18. Discussion on the Power/Authority of the Executive Committee
19. Brown Act Training
20. FY 2021-22 Proposed Meeting Schedule
21. Visitor Profile Study and EDI Audience and Asset Alignment Study

Imperative #3: Define, Develop and Steward the Paso Robles Brand

22. Marketing Updates
23. Earned Media - [Today Show](#)

Imperative #4: Build and Leverage Relationships with our Partners

24. Community Event Marketing Program
25. City of Paso Robles
26. Community Updates
 - a. Visit SLO CAL Board Update – V. Popp
 - b. Paso Robles Chamber of Commerce and Visitor Center

ADJOURNMENT: To Next Scheduled Meeting August 17, 2021 - 3:00 pm

Brown Act Notice: Each speaker is limited to three (3) minutes of public comment for items not on the agenda. Public comment for each agenda item will be called for separately and is also limited to three (3) minutes per speaker. State law does not allow the board to discuss or take action on issues not on the agenda, except that members of the board may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the board to follow-up on such items and/or place them on the next board agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Board of Directors. ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Travel Paso at 805-801-1650 at least 48 hours prior to the meeting.